

Jakob Dietachmair



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Jakob Dietachmair is the Deputy Director of CIPRA International, an autonomous non-governmental, non-profit umbrella organisation that has been committed to the protection and sustainable development of the Alps since 1952.

At CIPRA, Jakob has managed extensive projects on tourism, such as “Reset Alpine Tourism”, which has made a critical contribution to the current discourse regarding the future of tourism, bringing together relevant tourism stakeholders to discuss climate protection and sustainable development in tourism. On sustainable mobility, Jakob has contributed to projects that motivate commuters to change to sustainable modes of transport and integrating active personal mobility into various organisation’s health programmes. Jakob has also contributed to projects on behavioural economics, including holding workshops with tourism professionals in the Surselva region on climate change adaptation.

Jakob holds a Master of Arts in Sustainable Tourism Management and a Bachelor of Arts in Journalism and Communication Sciences.